

# EXHIBIT A

## BID BOARD NOTICE

**PROCUREMENT ID NUMBER: PHPA-S2360**

**ISSUE DATE: May 26, 2016**

**TITLE:** Public Health Consultant Services for Zika Community Awareness Campaign FY2016

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**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

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### **SMALL BUSINESS RESERVE**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emaryland.buyspeed.com/bsr/>, to begin the process, follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.

### **SCOPE OF WORK**

The FY2016 Zika Community Awareness campaign is to occur June 1<sup>st</sup> through June 30<sup>th</sup>, 2016. The Community Awareness Campaign has two components: (1) evaluation of public understanding about Zika; and (2) community engagement through external-facing public health outreach.

The Zika Community Awareness Campaign must focus on women and men who have traveled to Zika-affected countries. The campaign must include outreach strategies that targets foreign-born communities with a focus on education, prevention and sexual transmission. The Community Awareness Campaign would collaborate with experts in various Administration across the Department and with other State agencies. Elements of the Campaign would include current epidemiologic data, prevention activities and assessment of Zika awareness.

*The Community Awareness Campaign excludes healthcare provider communications. Media and press will be managed through our Office of Communications and are excluded from this scope of work.*

### **FY 2016 (June 1 – June 30, 2016)**

- I. Attend weekly meetings with DHMH Zika Team: Mondays at 4pm
  - a. Attendance in-person or via conference call
  - b. *Team updates are expected*
- II. Attend weekly Local Health Department Zika calls: Thursdays at 1pm

- a. Attend via conference call
  - b. *Informational only attendance*
- III. Attend Zika Table-Top Exercise: June 22<sup>nd</sup> (time: TBD)
  - a. Conference Center at Maritime Institute, 692 Maritime Blvd, Linthicum Heights
  - b. *Informational only attendance*
- IV. Deliverable 1: Survey existing public awareness about Zika
  - a. Develop survey with approval of DHMH and MDA staff
  - b. Distribute survey to representative sample
  - c. Implement and analyze data
  - d. Recommend outreach to address gaps
  - e. Timeline:
    - i. Survey distribution: mid-June
    - ii. Data analysis and report: June 30
- V. Deliverable 2: Community engagements and outreach with the public for targeted areas based on Zika-affected areas
  - a. Culturally appropriate townhalls and presentations on behalf of DHMH:
    - i. Local health department townhalls/events
    - ii. Cultural events to target French, Spanish and Portuguese speaking populations
    - iii. State Agency partners (Department of Human Resources, Department of Housing and Community Development)
    - iv. Office of the Governor designated events
  - b. Develop schedule of events in conjunction with DHMH staff
  - c. PSA content recommendations
  - d. Assist with production and distribution of educational materials; ensure consistency across state messaging
  - e. Timeline: June 1 – June 30

*N.B. We understand that one month is a limited amount of time to address all our target populations as outlined above (a). We will develop a schedule of events most appropriate within the resources of your firm. We also recognize that execution of the speaking event deliverable is resource intensive. We encourage identification of creative strategies to achieve this deliverable such as engagement of academic institutions for student speakers as a mutually beneficial opportunity (e.g., Masters level practicum requirements).*

## **MANDATORY REQUIREMENTS**

The consultant shall meet the following minimum requirements:

- At least three (3) years of experience in public health surveys.
- At least three (3) years of professional experience in public health speaking and presentations for diverse audiences.

**CONTRACT TERM**

The term of this contract shall be June 1, 2016 through June 30, 2016.

**BILLING**

The contractor shall bill the Department 25% of the total cost upon award and 75% of the total cost upon completion of all services and deliverables included in the scope of work.

All invoices must be on the contractor's letterhead, must be signed and dated, and must include the following:

- The contractor's name and mailing address
- The contractor's Federal Tax Identification or Social Security Number
- The State assigned Contract Control Number
- The State assigned blanket purchase order number
- The goods and services provided
- The time period covered by the invoice
- The amount of requested payment, and
- Documentation to support invoice requested amount.

**AWARD**

This is a multi-step bid. Vendors must first meet all of the mandatory requirements; afterwards, an award will be made on the basis of lowest total cost. Bids will not be considered by vendors who do not meet all of the mandatory requirements. The total cost of the resulting contract will not exceed \$25,000.

**TIE-BIDS**

If bids are received from responsive and responsible bidders that are identical in prices, terms and conditions and which meet all requirements set forth in the Invitation of Bids, an award will be made in accordance with State Regulations 21.05.02.14B. If a tie still exists, the bidder with the most experience shall be used to determine the successful bidder.

**BID SUBMISSION INFORMATION**

Due to the short turnaround time, submissions will only be accepted via e-mail. Submissions must be received by the PROCUREMENT OFFICER no later than 9:00 AM on May 31, 2016 in order to be considered. Please put the Procurement Identification Number: PHPA-S2360 on the subject heading of your e-mail and call the PROCUREMENT OFFICER after e-mail submission to confirm receipt.

PHPA is not responsible for e-mail malfunctions.

**PROCUREMENT OFFICER:**

Vern Shird

Prevention and Health Promotion Administration  
Department of Health and Mental Hygiene

201 W. Preston St., Room 306  
Baltimore, MD 21201  
Phone: 410-767-5555  
Email: [vern.shird@maryland.gov](mailto:vern.shird@maryland.gov)

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO  
RESPOND TO THIS SOLICITATION**

**BID FORM**

**PROCUREMENT I.D. NUMBER: PHPA-S2360**

**ISSUE DATE: May 26, 2016**

**TITLE:** Public Health Consultant Services for Zika Community Awareness  
Campaign FY2016

**Offeror Information:**

Vendor Name: \_\_\_\_\_

Federal Tax ID (FEIN) #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

SBR Number: \_\_\_\_\_

Proposed project cost (all-inclusive): \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Required Technical Attachments**

- Description of required experience, including dates and client contact information.
- Two references from sources with whom you gained the required experience.

Vendor signature and date certifies that technical and price submissions are correct and that vendor agrees to perform all services stated in **the Bid Board Solicitation PHPA-S2360**.